



## Big Data Analytics Service

#allyouneedisBDanalytics

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- Business need valuable data insights, but facing fragmented unlinked environments. So long-term Business Intelligence targets on provide end-to-end processes both with custom data and analytics service to help you gain control of your data environment.
- Big Data Analytics Service is to help get value out of your business data through develop and implement a comprehensive Big Data strategy, optimize every data process and streamline them together. This includes develop data strategy and actions-targeted roadmaps on data processes, along with the engineering to maximize data value for your business. Delivering with industry expertise, our solutions empowers data-driven intelligent workflows through the entire cycle of the Big Data.



### **BUSINESS NEEDS**

#### **Understanding customers**

By analyzing large volumes of customer data, businesses can gain insights into customer behavior, preferences, and needs. This information can be used to develop targeted marketing strategies, improve customer experiences, and increase customer loyalty.

#### Optimizing operations

Big data analytics can help businesses optimize their operations by identifying inefficiencies and bottlenecks in their processes. This can lead to improved productivity, reduced costs, and better resource allocation.

#### Predictive maintenance

By analyzing data from sensors and other sources, businesses can predict when equipment is likely to fail and schedule maintenance proactively. This can prevent costly downtime and reduce maintenance costs.



#### Fraud detection

Big data analytics can help businesses detect fraudulent activities by analyzing large volumes of transactional data and identifying anomalies or patterns that indicate fraud.

#### Risk management

Big data analytics can help businesses manage risk by identifying potential risks and developing strategies to mitigate them. This can include analyzing financial data to detect potential fraud, identifying potential security threats, and predicting market trends.

#### Supply chain optimization

By analyzing data from suppliers, logistics providers, and other sources, businesses can optimize their supply chains and improve efficiency. This can lead to reduced costs, improved delivery times, and better customer satisfaction.

## PROJECT STAGES

- From 100 euro per dashboard (Power BI).
- From 2000 euro per project.

# Data preparation Clean, transform.

Data t collection

Collect the relevant data from various sources

**Defining the** 

Identify business

problem

problems

transform, and organize the data in a format that is suitable for analysis Data analysis

Apply statistics and machine learning to analyze the data and extract insights

Data visualization

Present the analysis results in a visual format that is easy to understand and interpret

Interpretation and insights

Interpret the analysis results and draw insights that can be used to inform business decisions

**Implementation** 

Implement insights and recommendations in the business operations or processes Monitoring and evaluation

Monitor the implementatio n and evaluate results to determine whether the project has achieved its goals and objectives



## **KEY RESULTS**

Improved decision-making

Insights into their operations, customers, and markets that can help inform better decisionmaking.

Increased efficiency

Optimize operations, reduce costs, and improve resource allocation, leading to increased efficiency and productivity.

Enhanced customer experience

Better understanding customer needs and preferences, leading to improved customer experiences and increased customer loyalty.

Competitive advantage

Stay ahead of their competitors by identifying market trends, predicting customer behavior, and developing innovative products and services.

Improved risk management

Identify and mitigate potential risks, such as fraud, security threats, and market fluctuations.

Better marketing strategies

Develop targeted marketing strategies that are more effective and efficient.

Predictive maintenance

Predict when equipment is likely to fail and schedule maintenance proactively, reducing downtime and maintenance costs.

Improved supply chain management

By analyzing data from suppliers, logistics providers, and other sources, businesses can optimize their supply chains and improve efficiency.



## THANK YOU

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